

Trio of US firms push education, portfolio strategies

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StructuredRetailProducts.com



Two US structured product issuers and a large independent distributor are enhancing their educational offerings and suggesting strategic portfolio positioning.

Incapital, the securities distributor and investment banking firm with offices in Chicago and Boca Raton, Florida, has rolled out an enhanced version of its *StructuredInvestments.com* website.

The site is geared towards financial advisers and offers a discussion of the features and risks related to structured products, as well as five online continuing education modules covering the spectrum of products and strategies. Each module offers a test on the material along with printable certificates of completion.

Incapital's site gives information about Federal Deposit Insurance Corporation (FDIC) insurance, with links directly to the FDIC's website and a listing of the distributor's current product offerings broken out for separate broker/dealers of fee-based advisory channels.

Product offerings include structured certificates of deposit, market-linked notes, principal-protected and non-principal-protected notes, and reverse convertible/exchangeable securities. The site also includes links to issuer sites including Citigroup, BNP Paribas, Harris Bank, HSBC, JPMorgan, Macquarie, RBC, Société Générale, SunTrust Bank, UBS and Wells Fargo.

Meanwhile, Deutsche Bank's DWS Investments recently filed a presentation warning financial advisers of a 'Bermuda Triangle of Diminished Expectations', which includes potential lower returns on equities, higher volatility and increased correlation to other asset classes going forward. That means, says DWS, that traditional asset allocation strategies may no longer work for portfolios. Instead, a focus on new tools, such as structural diversification, will be needed to navigate the 'Triangle'.

The DWS presentation goes on to explain the need for structured notes and structured certificates of deposit, as well as what they are and how they work.

Finally, three weeks ago, Credit Suisse introduced a new marketing brochure that encourages advisers to 'Open Up New Horizons with Flexible Investment Solutions' and goes on to explain its line-up of structured investments. Each of the bank's seven structured product types are detailed with a sample term sheet, an explanation of which investor profile would suit which type, and a list of the benefits and risks to each. The 18-page brochure also includes a glossary of terms and details, and other issues to be considered such as liquidity and creditworthiness of issuers.
